WWD

A New Artistic Collaboration Between Yiqing Yin and Bruno Aveillan

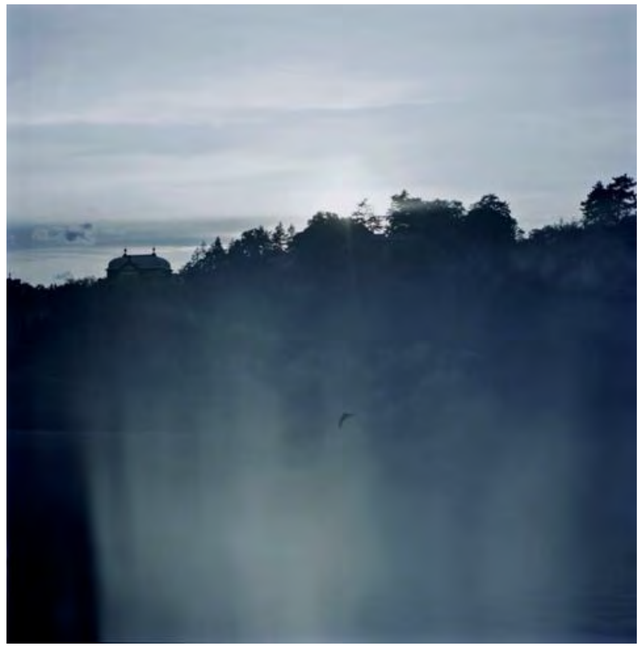
For her **Fall 2012 Haute Couture collection**, the visionary designer **Yiqing Yin** embarked on a unique artistic collaboration with renowned artist and photographer **Bruno Aveillan**. Seeking inspiration from the evocative and luminous imagery found in **MNEMO#LUX** (*Kerber Editions*), she selected a series of his photographs to serve as the foundation for a groundbreaking textile experiment.

Through meticulous **artisanal printing techniques**, these mesmerizing images were transferred onto fabric, forming the canvas for an exclusive series of haute couture gowns. This innovative fusion of **photography and fashion** resulted in garments that transcend mere clothing, becoming living, ethereal expressions of light, movement, and emotion.

Reflecting on her creative process, Yiqing Yin explained:

"At first, I was moved by the vibration of the light that emanates from Bruno's pictures, blending into celestial and mineral tones. That light, suspended between dusk and dawn, evokes for me the mystery of a living and ever-changing nature, a purity that aligns with the image of the effortlessly elegant and contemplative woman I envisioned for this collection."

Yiqing Yin's couture artistry masterfully plays with the **subtle brilliance of light and chromatic transparency**, elements that define **Bruno Aveillan's photographic signature**. Describing the interaction between fabric and image, she added:

"Sometimes fragmented, sometimes deconstructed in the heart of a misty, flowing drape, the muslin—so incredibly light—retains from the image an ethereal impression of density and wavering, like in a dream. In the end, I loved the idea of the image becoming unfathomable and abstract, disappearing within the swirling folds of the dress, enveloping this woman in an intangible secret."

The result is nothing short of **dazzling**—a seamless dialogue between **fashion and art**, where the ephemeral beauty of Aveillan's imagery is woven into the very fabric of Yiqing Yin's couture, creating garments that are **both spectral and sublime**.